

ANNUAL REPORT TO STOCKHOLDERS



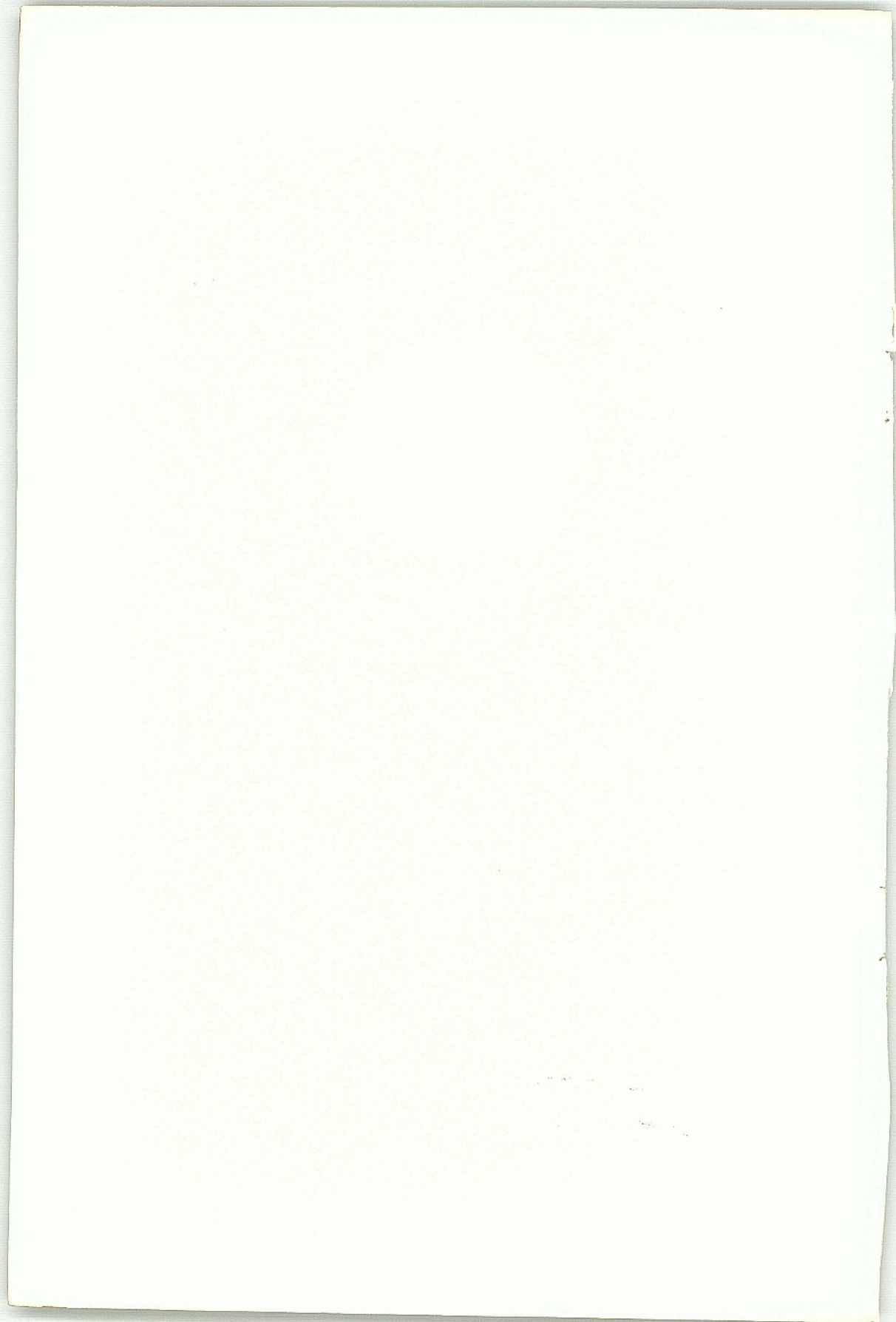
1952

THE COCA-COLA COMPANY
NEW YORK, NEW YORK

BOARDS

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ANNUAL REPORT
THE COCA-COLA COMPANY
AND ITS SUBSIDIARIES



FOR THE YEAR
1952

THE COCA-COLA COMPANY

BOARD OF DIRECTORS

A. A. ACKLIN	BERNARD F. GIMBEL	HUGHES SPALDING
CHAS. H. CANDLER	J. P. ILLGES	E. W. STETSON
R. R. DEUPREE	HARRISON JONES	D. A. TURNER
MRS. LETTIE P. EVANS	H. B. NICHOLSON	GEORGE W. WOODRUFF
A. B. FREEMAN	WINSHIP NUNNALLY	R. W. WOODRUFF

EXECUTIVE COMMITTEE

R. W. WOODRUFF, *Chairman*

CHAS. H. CANDLER		D. A. TURNER
HUGHES SPALDING	E. W. STETSON	GEORGE W. WOODRUFF

A. A. ACKLIN, *Chairman, Advisory Committee*

OFFICERS

H. B. NICHOLSON	<i>President</i>
CHARLES W. ADAMS	<i>Vice President</i>
FELIX W. COSTE	<i>Vice President</i>
EDGAR J. FORIO	<i>Vice President</i>
HOLLAND B. JUDKINS	<i>Vice President</i>
O. E. MAY	<i>Vice President</i>
B. H. OEHLERT, JR.	<i>Vice President</i>
HAROLD S. SHARP	<i>Vice President</i>
E. D. SLEDGE	<i>Vice President</i>
JOHN C. STATON	<i>Vice President</i>
T. CARL THOMPSON	<i>Vice President</i>
JOHN D. GOODLOE	<i>Vice President and Secretary</i>
EDMUND W. PUGH, JR.	<i>Treasurer</i>

COUNSEL

POPE F. BROCK

TRANSFER AGENTS

WILMINGTON TRUST COMPANY
Wilmington, Delaware

GUARANTY TRUST COMPANY OF NEW YORK
New York, N. Y.

REGISTRARS

EQUITABLE SECURITY TRUST COMPANY
Wilmington, Delaware

CHASE NATIONAL BANK
New York, N. Y.

THE COCA-COLA COMPANY
NEW YORK, NEW YORK

March 10, 1953

TO STOCKHOLDERS OF
THE COCA-COLA COMPANY:

Net profit of \$27,274,774 or \$6.38 a share in 1952, after taxes and all other charges, represents a moderate increase in earnings over the preceding year. Income taxes, including excess profits taxes, amounted to \$31,959,000 or \$7.47 a share. Gallon sales were the largest in the Company's 67-year history, and promotional and advertising outlays, directed at further expansion of the market, also exceeded those of any prior year.

The increasing acceptance of our product in other lands is gratifying. Coca-Cola is now available to the people of 86 countries, possessions and territories through locally administered, and in most cases locally owned, operations.

Following are the consolidated balance sheet, profit and loss statement and earned surplus account. A separate mailing will be made of proxy forms and notice of the annual meeting of stockholders to be held at 11 A.M., E.S.T., on Monday, May 4, 1953 at the office of the Company, 100 West Tenth Street, Wilmington, Delaware.

For the Board of Directors,

H. B. NICHOLSON,
President

JOHN D. GOODLOE,
Secretary

CONSOLIDATED

THE COCA-COLA COMPANY AND I

December

ASSETS

CURRENT:

Cash	\$24,638,599.09	
Government securities—at cost:		
United States and Canadian		
(market price \$40,884,806.64) . . .	40,870,507.12	
Accounts receivable—Trade		
(less allowance of \$65,738.33)	13,578,549.66	
Inventory		
(at lower of average cost or market) .	<u>37,335,194.99</u>	\$116,422,850.86

OTHER INVESTMENTS AND OTHER ASSETS:

Security investments—at cost		
(market price \$875,275.00)	\$ 493,005.23	
Other receivables and miscellaneous . . .	<u>7,967,904.11</u>	8,460,909.34

PROPERTY, PLANT AND EQUIPMENT:

At cost:		
Land	\$ 4,332,677.83	
Buildings	31,485,484.09	
Machinery and equipment	44,244,554.57	
Containers	<u>15,253,973.77</u>	
	\$95,316,690.26	
Less allowance for depreciation	<u>36,813,132.06</u>	58,503,558.20

FORMULAE, TRADE-MARK AND GOODWILL—at cost . . . 41,440,683.11

DEFERRED CHARGES 2,602,603.42

\$227,430,604.93

The notes on page 7 constitute a

BALANCE SHEET

TS CONSOLIDATED SUBSIDIARIES

r 31, 1952

LIABILITIES

CURRENT:

Accounts payable and accrued accounts	\$ 16,548,761.76	
Notes payable by subsidiaries	1,541,737.34	
Accrued taxes—including taxes on income	\$34,918,444.45	
Less U. S. Treasury tax notes	<u>23,301,655.57</u>	11,616,788.88
		<u>\$ 29,707,287.98</u>

OTHER NOTES PAYABLE BY SUBSIDIARIES 1,081,081.08

RESERVES:

For unremitted foreign profits	\$23,243,107.98	
For employees' retirement plan	<u>1,307,173.48</u>	24,550,281.46

MINORITY INTERESTS IN SUBSIDIARIES 368,357.90

CAPITAL STOCK:

Common—no par value:

Authorized	5,000,000 shares	
Issued	4,280,805 shares	\$ 26,755,031.25

CAPITAL SURPLUS 1,825,047.75

EARNED SURPLUS 143,464,005.02
\$172,044,084.02

Less 4,827 shares of common stock owned by Company—at cost	<u>320,487.51</u>	<u>171,723,596.51</u>
		<u><u>\$227,430,604.93</u></u>

n integral part of this statement.

CONSOLIDATED PROFIT AND LOSS STATEMENT
THE COCA-COLA COMPANY AND ITS CONSOLIDATED SUBSIDIARIES
Year Ended December 31, 1952

GROSS PROFIT	\$132,957,890.87	
EXPENSES		
Selling, administrative and general	72,676,777.47	
OPERATING PROFIT	\$ 60,281,113.40	
Other deductions	\$4,107,933.90	
Less other income	3,079,952.12	1,027,981.78
PROFIT BEFORE TAXES ON INCOME	\$ 59,253,131.62	
Provision for taxes on income—estimated:		
Federal, state and foreign income and excess profits taxes	31,959,000.00	
		\$ 27,294,131.62
Less portion of subsidiary earnings applicable to minority interests		19,357.50
NET PROFIT	\$ 27,274,774.12	

CONSOLIDATED EARNED SURPLUS ACCOUNT
THE COCA-COLA COMPANY AND ITS CONSOLIDATED SUBSIDIARIES
Year Ended December 31, 1952

Balance—December 31, 1951	\$137,569,120.90	
Net profit for the year ended December 31, 1952	27,274,774.12	
		\$164,843,895.02
DEDUCTIONS		
Dividends paid in cash:		
Mar. 31, 1952—\$1.00 per share	\$ 4,280,805.00	
June 30, 1952—\$1.00 per share	4,280,805.00	
Sept. 30, 1952—\$1.00 per share	4,280,805.00	
Dec. 12, 1952—\$1.00 per share plus \$1.00 per share additional	8,561,610.00	
		\$21,404,025.00
Less dividends on 4,827 shares owned by Company during year	24,135.00	21,379,890.00
EARNED SURPLUS—DECEMBER 31, 1952	\$143,464,005.02	

The notes on page 7 constitute an integral part of these statements.

NOTES TO FINANCIAL STATEMENTS

CONSOLIDATED BALANCE SHEET:

1. *Other Receivables and Miscellaneous.* Includes \$1,833,081.08 in U. S. funds deposited to the credit of foreign banks to secure approximately an equal amount of indebtedness of subsidiaries on notes payable in foreign currencies.

2. *Foreign Operations.* The accounts of subsidiaries and branches operating in foreign countries, consolidated in this balance sheet, consist of: current assets, \$28,006,067.42 (including cash and government securities aggregating \$12,664,248.61); property, plant and equipment at depreciated cost, \$18,289,560.96; other assets, \$5,219,676.62; and liabilities, \$17,553,175.96. Fixed assets are stated at rates of exchange prevailing at dates of acquisition and all other assets at rates of exchange prevailing at December 31, 1952. Unremitted profits of such subsidiaries and branches, consolidated herein, are included as follows: \$23,243,107.98 in the reserve for unremitted foreign profits and \$1,308,046.89 in earned surplus.

CONSOLIDATED PROFIT AND LOSS STATEMENT:

3. *Depreciation.* Provision for depreciation in the amount of \$5,671,521.27 was charged to manufacturing and other expenses.

4. *Other Deductions.* Includes interest paid \$225,916.93; addition to reserve for unremitted foreign profits \$1,625,425.67; and addition to reserve for employees' retirement plan \$82,202.00, against which reserve has been charged \$3,137,293.70, the amount funded during the year.

5. *Foreign Profits Remitted.* Dividends from companies operating in foreign countries, the current profits of which are not reserved for, were \$39,097.27 less than the profits of such companies consolidated herein.

ERNST & ERNST

ACCOUNTANTS AND AUDITORS

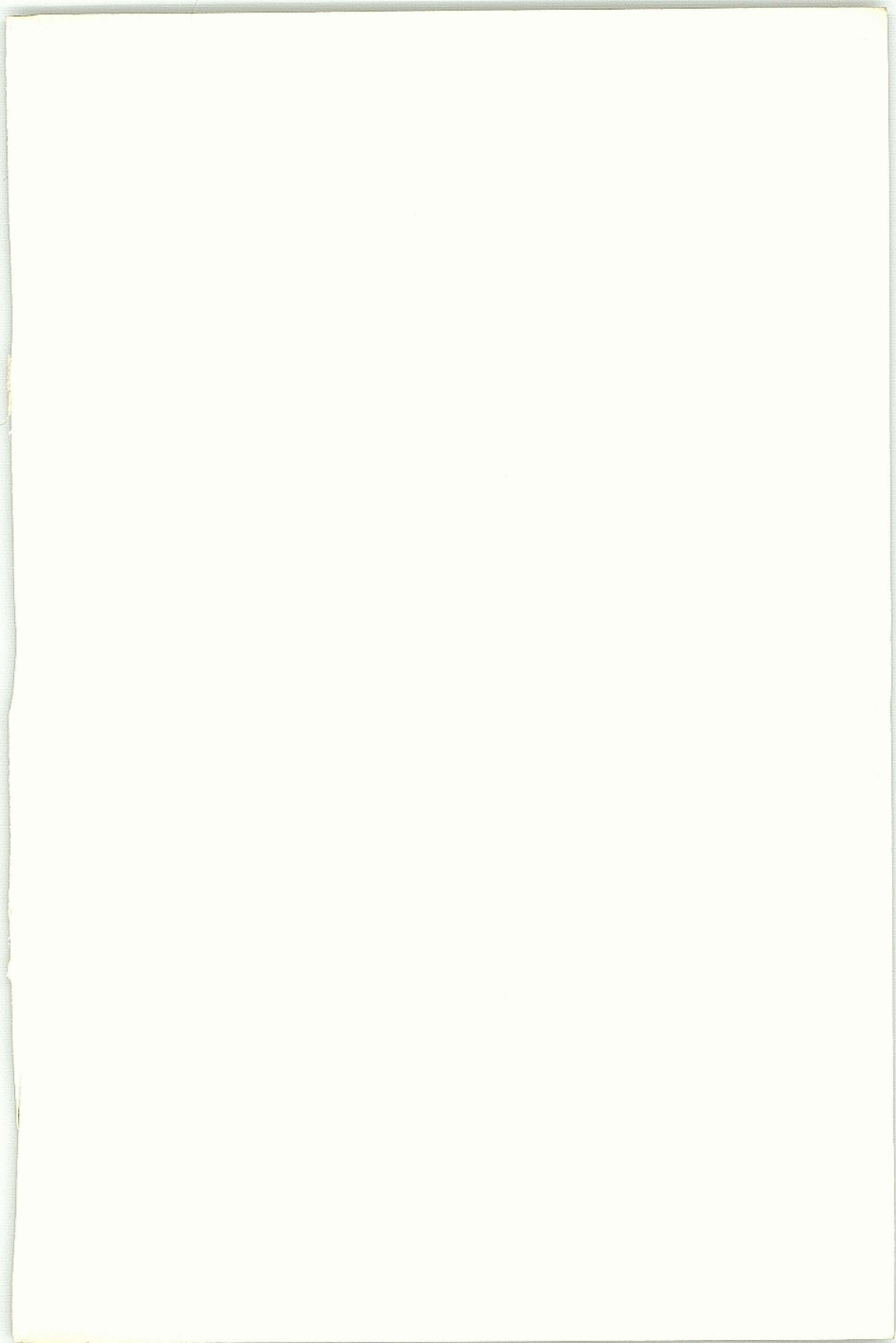
TO THE BOARD OF DIRECTORS
THE COCA-COLA COMPANY
NEW YORK, NEW YORK

We have examined the consolidated balance sheet of THE COCA-COLA COMPANY and its consolidated subsidiaries as of December 31, 1952, and the related statements of consolidated profit and loss and surplus for the year then ended. Our examination of the Company and its domestic subsidiaries was made in accordance with generally accepted auditing standards, and accordingly included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances. Statements of foreign subsidiaries and branches consolidated herein were furnished to us as certified by other independent accountants.

In our opinion, based upon our examination and the statements of foreign subsidiaries and branches consolidated, above referred to, the accompanying balance sheet and statements of profit and loss and surplus present fairly the position of THE COCA-COLA COMPANY and its consolidated subsidiaries at December 31, 1952, and the consolidated results of their operations for the year then ended, in conformity with generally accepted accounting principles applied on a basis consistent with that of the preceding year.

ERNST & ERNST
Certified Public Accountants

March 9, 1953



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